

**SENIOR MANAGER OF MARKETING & SALES**  
**(ALBANY PARKING AUTHORITY)**

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent is responsible for preparing and providing various information to the stakeholders and members of the public. This position is tasked with creating/developing and soliciting sponsorship for various initiatives, programs and events within the organization. The position is responsible for the generation of monthly parking sales. The work is performed under the general direction of a Director with leeway allowed for the use of independent judgment while following prescribed policies and procedures. This position provides supervision of marketing and sales departments.

**TYPICAL WORK ACTIVITIES: (Illustrative Only)**

- Coordinates the development and distribution of information to potential customers;
- Supervises marketing department;
- Supervises sales department;
- Solicits monthly parking sales;
- Manages digital presence including social media and marketing;
- Coordinates with customer service and supervises sales;
- Reports monthly/quarterly/year end social media and website trends;
- Coordinates with operations for events;
- Branding and advertising;
- Oversees all customer related interfaces;
- Plans, develops and coordinates a marketing strategy for any initiatives, programs and revenue generating opportunities;
- Solicits sponsorship for all events and properties;
- Coordinates social media advertising and responds to social media inquiries;
- Attends meeting with stakeholder groups and members of the public as necessary;
- Coordinates with stakeholders to increase participation in initiatives, special events or media events;
- Creates flyers, graphics and other marketing materials as needed;
- Writes, reviews and edits event and marketing materials;
- Updates all aspects of social media content;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Good knowledge of the methods of producing, publishing and distributing information through print or social media;
- Good knowledge of graphic design;
- Working knowledge of the basic concepts and terms used in printing layout and design;
- Working knowledge of personal computers, office equipment, software and social media outlets;

- Ability to communicate effectively both orally and in writing;
- Ability to lead a meeting and obtain feedback;
- Ability to assign, supervise, review and evaluate the work of others;
- Physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:**

A. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with a Master's Degree (or higher) and five (5) years of experience in graphic design, communications, marketing, sales or a closely related field;

**OR**

B. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree and seven (7) years of experience in graphic design, communications, marketing, sales or a closely related field; **OR**

C. An equivalent combination of training and experience defined by the limits of (A) and (B) above.

Issued: 11/30/2022

Revised: 04/30/2024